

# Colour

Colors Color with Purpose Clarity, Focus, Brand Expression In the Play+ ecosystem, color is a primary method of communication. It is engineered to be intuitive and accessible while creating a distinct and engaging brand experience. This system is designed to provide clarity, guide user attention, and build a consistent visual language across all platforms. Core Color Principles ■ Our approach is guided by four principles to ensure consistency, usability, and expressive brand articulation. Principle Design Guideline Developer Implementation Systematic Use a token-based system for all colors. Avoid raw hex codes. Reference only tokens (e.g., `'\$color-background-surface') to enable system-wide theme changes. Accessible All text/UI color combinations must meet WCAG 2.2 AA contrast standards by default. Use pre-validated token pairs. Automate checks in CI/CD pipelines using tools like Axe. Intentional Apply color purposefully to guide the user and reinforce hierarchy. Link functional tokens to logic/state (e.g., focus, error, success). Expressive Use brand colors strategically to inject personality and create memorability. Apply accents/gradients to impactful moments like hero areas or success messages. The Core Palette ■ The selection of our core palette was informed by a brand strategy session focused on amplifying our Engaging and Distinct pillars. The result was the "Kinetic Flow" direction—a concept built around vibrancy and momentum. This led to the adoption of a more expressive palette that supports a dynamic and modern user experience while being anchored by a robust, accessible foundation. Principle Color Description Token Light Dark Primary Pink Used for key actions, links, highlights, and active states `'\$color-primary-default` `#E91E63` `#ED4B82` Secondary Purple Used for secondary actions, illustrations, and accents `'\$color-secondary-default` `#9C27B0` `#BD6ECA` Tertiary Deep Purple Used for layout variety and tertiary-level UI `'\$color-tertiary-default` `#673AB7` `#8561C5` Semantic Colors ■ For conveying statuses like success, warning, and error. Must be used with icons or text. Use Case Token Light Dark Success `'\$color-feedback-success` `#4CAF50` `#81C784` Error `'\$color-feedback-error` `#F44336` `#E57373` Warning `'\$color-feedback-warning` `#FF9800` `#FFB74D` Info `'\$color-feedback-info` `#2196F3` `#64B5F6` Success Success: Operation completed Information Info: Additional details Warning Warning: Please review Error Error: Something went wrong Neutrals ■ Base colors for background, surface, borders, and text. Role Token Light Dark Primary Text `'\$color-text-primary` `#6B7280` `#D1D3D8` Surface `'\$color-background-surface` `#FFFFFF` `#2D3036` Border `'\$color-border-default` `#BBBEC5` `#4C515B` Color Scales for Systematic Theming ■ To support consistent theming across light and dark modes, each core color follows a 0–900 tonal scale. These scales allow us to generate meaningful variants for hover, disabled, background, and text states. Light Button States ■ Normal → Hover → Active Usage Tip: In dark mode, reverse the tonal mapping: values like 700 or 900 become the new base, while lighter tones are used for disabled or background elements. Primary Palette Persona Variations ■ To demonstrate our Metamorphic soul, we support theme variations aligned to different user personas. Persona 1: The Creator ■ Bold, expressive, high

impact Color Token Light Dark Rose `'\$color-primary-default` `#FA709A` `#FBADAE` Marigold `'\$color-primary-hover` `#FEE140` `#FEE765` Soft Pink `'\$color-primary-active` `#FDB5C8` `#FDC4D3` Persona 2: The Analyst ■ Professional, precise, trustworthy Role Token Light Dark Base `'\$color-primary-default` `#007AFF` `#339dff` Hover `'\$color-primary-hover` `#0062CC` `#66B8FF` Active `'\$color-primary-active` `#004C99` `#8CCBFF` Persona 3: The Minimalist ■ Calm, focused, understated Role Token Light Dark Base `'\$color-primary-default` `#228B22` `#3CB371` Hover `'\$color-primary-hover` `#1A691A` `#66C28A` Active `'\$color-primary-active` `#124712` `#8FD1A8` Gradient Usage: The Science of Smooth Color ■ Gradients represent our brand's Fluid soul. Well-crafted gradients feel seamless, natural, and immersive. Best Practices ■ Bold, expressive, High impact Application & Implementation ■ Theming & the 'Metamorphic' Soul ■ \$ color-primary-default : #e91e63 ; \$ color-secondary-default : #9661f1 ; \$ color-tertiary-default : #9661f1 ; State Changes ■ State Light Mode Dark Mode Hover 10% darker 10% lighter Active 20% darker 20% lighter Disabled Neutral color @ 40% opacity Same Accessibility ■ Guidance for Customization ■ Pick a Primary Color Ensure 4.5:1 contrast with Color-Primary-default Choose a Complementary Secondary Validate Full Palette Run contrast tests with token pairs Guardrails ■ Color in Motion ■ Motion paired with color can guide, reassure, or delight. Use subtle color transitions to communicate system state changes or reinforce engagement. Motion Use Example On Hover Fade-in with slight tint change On Load Accent color streak or shimmer On Success Color pulse combined with checkmark Final Notes & Next Steps ■ Color is more than aesthetic—it's semantic, strategic, and sensorial. In the Play+ system, we use color not only to create clarity and cohesion but also to evoke emotion and drive action. When applied with precision and intent, color becomes a silent interface—guiding, informing, delighting. This guide is not just a rulebook—it's a living contract between your brand and your users. Use it to create immersive, inclusive, and unmistakably Play+ experiences.